



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/19 thru 06/25.

(prices in dollars per carton)

Fri. Jun 19, 2015

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		21.9% of 29,100 stores				26.6% of 29,100 stores				38.5% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			27	3.12			319	1.88			820	1.60
	White 18 pack			23	3.56			62	3.99			140	2.17
	Brown 12 pack			45	3.00								
	USDA GRADE A												
	White 12 pack			358	1.95	20	2.87	309	1.87	10	1.29	2,110	1.45
SPECIALTY	White 18 pack							12	3.77			620	2.23
	Brown 12 pack							62	2.99				
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,316	4.34	111	3.57	855	4.18	20	3.99	470	4.30
	OMEGA-3												
	White 12 pack	117	2.97	1,646	2.64	202	3.00	3,117	2.66	70	2.14	2,590	2.36
	Brown 12 pack			16	2.00			135	2.50			200	2.88
	CAGE-FREE												
	White 12 pack	123	2.50	304	2.30			2,662	2.72			10	3.99
Brown 12 pack	260	2.76	2,584	3.08			2,911	2.78			1,260	3.51	
	VEGETARIAN FED												
	White 12 pack									10	2.19	140	2.47
	Brown 12 pack			319	2.15			152	2.55	140	2.99	30	2.49

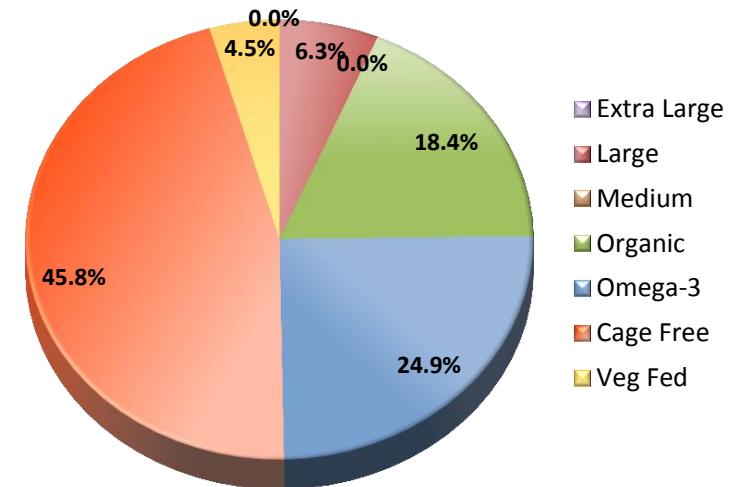
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	453	784	3,700	Large Eggs on Jun-15-2015
Specialty	6,685	10,145	4,940	
Total (includes MD)	7,138	11,047	8,790	583.2
Special Rate 4/:	3.1%	0.6%	5.3%	down 0.6%

5/: 1,000's of 30-doz cases

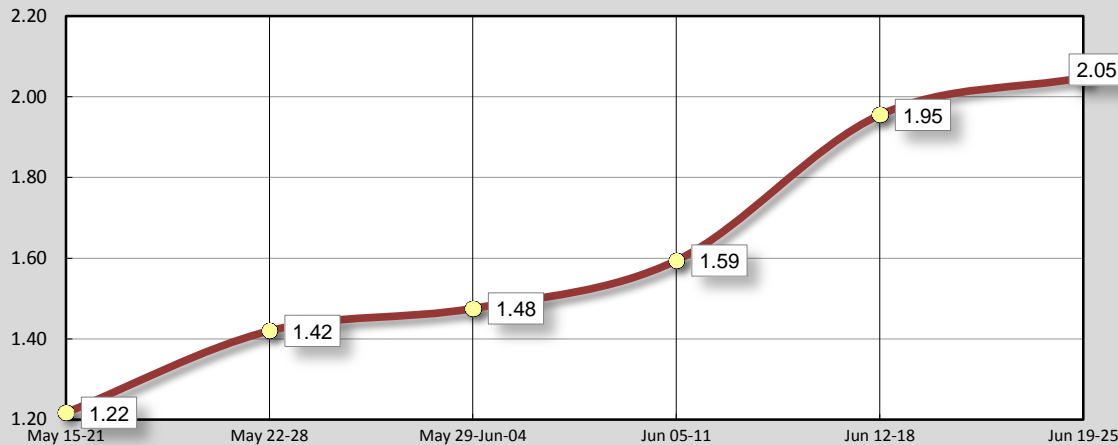
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs remains lackluster. The average consumer price of Grade A or better Large white eggs is more than last week due to the featuring of eggs at higher price levels near the end of the ad cycle. Shoppers are finding some reprieve to higher costs as the number of "no price" specials increase and is usually attached to the purchase of an additional item. Advertisements for Medium and Extra Large eggs virtually nonexistent. Featuring of specialty shell eggs is not as active as a week ago. USDA Organic and vegetarian fed eggs are advertised more, however other types are not as visible as they were a week ago. Featuring of liquid egg products is slightly less than last week.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)																
Feature Rate ^{1/} Activity Index ^{2/}		31.6% of 5,500 sampled outlets Activity Index = 1,930 (includes Medium)						26.8% of 7,400 sampled outlets Activity Index = 2,286 (includes Medium)						14.8% of 6,100 sampled outlets Activity Index = 1,349 (includes Medium)																
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE													
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/											
USDA GRADE AA	White 12 pack																													
	White 18 pack																													
	Brown 12 pack																													
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																
USDA GRADE A	White 12 pack				0.98 - 2.50			95	2.11				0.99 - 1.79			221	1.76				0.99 - 2.50			19	2.26					
	White 18 pack																													
	Brown 12 pack																													
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																
		White 30 pack						White 30 pack						White 30 pack																
S P E C I A L T Y	USDA ORGANIC																													
	White 12 pack																													
	Brown 12 pack				3.99 - 4.99			53	4.61				4.39			1,083	4.39	3.99			180	3.99								
	OMEGA-3		2.49 - 2.99			112	2.95	1.99 - 2.99			1,124	2.62	2.50 - 4.00			73	3.21	3.49			5	3.49	2.29 - 2.79			200	2.34			
	White 12 pack																													
	Brown 12 pack																													
	CAGE-FREE								2.50			6	2.50	1.99 - 2.50			300	2.30	2.50			117	2.50	1.99			4	1.99		
	White 12 pack																													
Brown 12 pack	2.99			137	2.99	1.99 - 4.99			310	3.12	2.50			6	2.50	1.99 - 2.99			597	2.64	2.50			117	2.50	1.99 - 2.99			527	2.98
VEGETARIAN FED					2.50			99	2.50										1.99			180	1.99							
White 12 pack																														
	Brown 12 pack																													
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)																
Feature Rate ^{1/} Activity Index ^{2/}		11.8% of 4,900 sampled outlets Activity Index = 530 (includes Medium)						20.0% of 3,800 sampled outlets Activity Index = 656 (includes Medium)						31.9% of 1,300 sampled outlets Activity Index = 356 (includes Medium)																
USDA GRADE AA	White 12 pack										2.99			21	2.99															
	White 18 pack										1.99 - 4.99			23	3.56															
	Brown 12 pack										3.00			45	3.00															
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																
USDA GRADE A	White 12 pack										3.50 - 3.69			16	3.61				0.78			7	0.78							
	White 18 pack																													
	Brown 12 pack																													
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																
		White 30 pack						White 30 pack						White 30 pack																
S P E C I A L T Y	USDA ORGANIC																													
	White 12 pack																													
	Brown 12 pack				2.19 - 2.99			132	2.66				2.99			117	2.99													
	OMEGA-3											2.99			117	2.99														
	White 12 pack	2.00													16	2.00														
	Brown 12 pack																													
	CAGE-FREE											2.99 - 3.99			418	3.57				2.99 - 3.33			349	3.27						
	White 12 pack																													
Brown 12 pack	1.99 - 3.33			358	3.08																									
VEGETARIAN FED																														
White 12 pack																														
	Brown 12 pack				1.99			40	1.99																					

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 21 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 10 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack										3.59	6	3.59
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack			
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
	OMEGA-3												
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
VEGETARIAN FED	Brown 12 pack						3.99 21 3.99					2.99 4 2.99	
	White 12 pack												
	Brown 12 pack												



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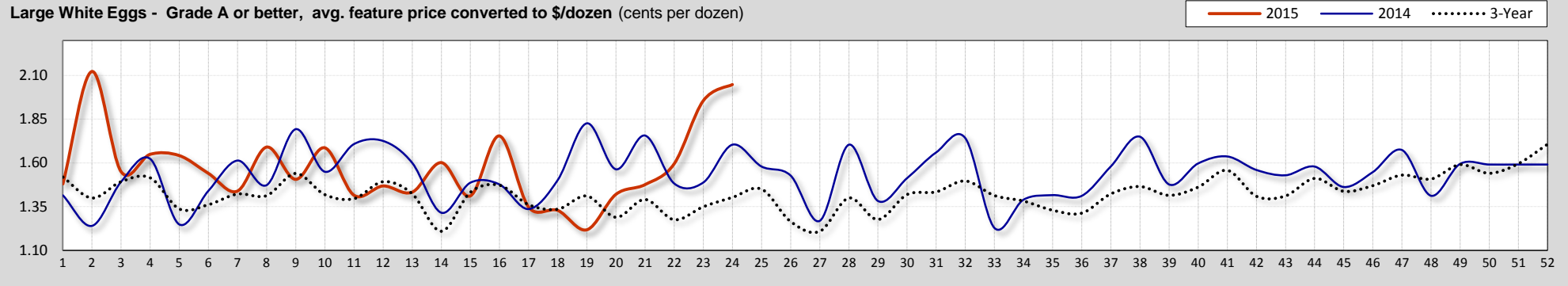
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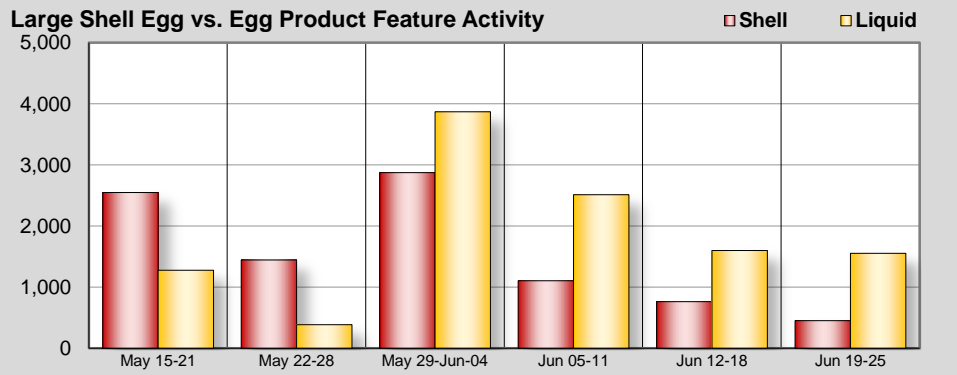
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.3%	5.4%	6.8%	13.7% of 5,500 sampled	5.7% of 7,400 sampled	5.4% of 6,100 sampled	0.8% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,555	1,601	1,420	Activity Index = 728	Activity Index = 419	Activity Index = 368	Activity Index = 40	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1,163 2.81	1,082 2.91	910 2.49	2.50 - 3.50 566 2.74	2.50 - 3.50 409 3.02	1.99 - 2.99 188 2.55			
32 oz. crtn	392 4.49	519 3.78	510 4.34	4.59 - 5.49 162 5.46	4.69 10 4.69	3.77 180 3.77	3.77 40 3.77		
3 - 4 oz. cup									
2 - 8 oz. cup									

EGG PRODUCTS	ALASKA	HAWAII
1/ Feature Rate	22.6% of 100 sampled	8.8% of 100 sampled
2/ Activity Index	Activity Index = 0	Activity Index = 0
	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn		
32 oz. crtn		
3 - 4 oz. cup		
2 - 8 oz. cup		

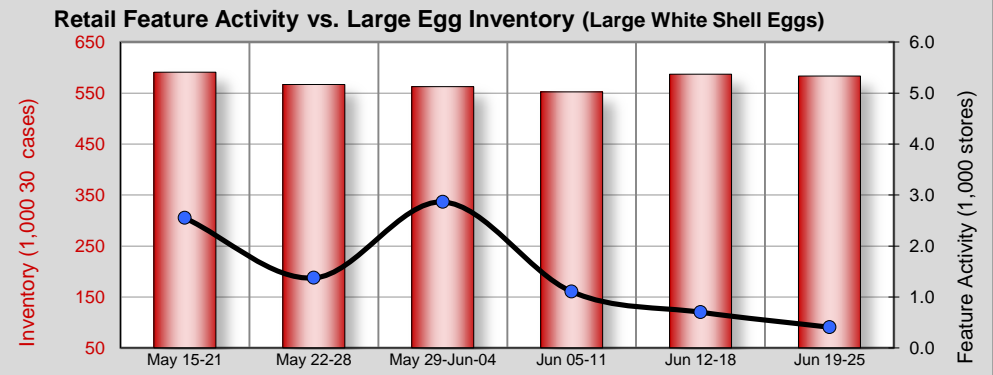
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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